



WEETABIX 1977 DOCTOR WHO PROMOTION

INTRODUCTION

Between March and May 1977, Weetabix featured the second of its two *Doctor Who* promotions.

In contrast to what was done in 1975, the 1977 promotion centred around the formation of a giant board game. Each packet of the breakfast cereal would contain a set of three full-colour cardboard stand-up game cards featuring various characters and monsters from a number of Third and Fourth Doctor stories together with a card bearing a coded *Secret Message from the Time Lords*. In total, there were six different sets to collect, with artwork by Gordon Archer.

- Set 1 – Bellal, Daleks, Davros
- Set 2 – Vega Nexos, Aggedor, Blor
- Set 3 – Daleks, Gellguards, Omega
- Set 4 – Zygons, Krynoid, Wirrn
- Set 5 – Vogans, Cybermen, Styggron
- Set 6 – TARDIS, Field-Major Styre, Hieronymous

On the back of the large and family-sized packs was one of four colour games to cut out, entitled *Race Through Space*, *Travel Through Time*, *Discover the Lost Planet* and *Escape from the Underworld* into each of which, three game cards could be slotted. In the corner of each game, the final "Home" square would be one side of the TARDIS console and when all four games were put together, a complete four-sided console would be formed in the centre of the board.

The inside of the box featured the rules for each game as well as *Doctor Who's Secret Code*, which could be used to unlock the messages on the code cards.

Smaller versions of the *Race Through Space* and *Travel Through Time* games were also available on the standard-sized packs. These two were standalone games and were not part of any larger game board.

The promotion was advertised in shops using cardboard displays, in children's comics and via a television advert (featured on Disc 5 of this *Collection* set) featuring John Scott Martin operating and voicing a Dalek supplied by Terry Nation, composed of parts that were originally built for the 1966 feature film, *Daleks Invasion Earth 2150AD*.

With thanks to Weetabix Food Company, Christopher Hill, Phillip Bhullar and Colin Young



FAMILY SIZE **24** WEETABIX



Weetabix[®]

WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



FREE INSIDE!
3 STAND-UP
FIGURES



FAMILY SIZE **24** WEETABIX

Weetabix

WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



FREE INSIDE!
3 STAND-UP
FIGURES



Weetabix



TO OPEN: slide

DR. WHO GAME COUNTERS. Cut out carefully.
SPINNER. Cut out carefully and push used
matchstick through centre.



FAMILY SIZE 24 WEETABIX

Weetabix

WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



FREE INSIDE!
3 STAND-UP
FIGURES



FREE INSIDE! 3 STAND-UP FIGURES
COLLECT ALL 18

In each of these special packets, there are 3 exciting new characters from the amazing world of Dr. Who. In the full series you will find six different sets to collect.

Set 1: Bellal - Guleks - Davron
Set 2: Vega Nove - Appador - Rlar
Set 3: Duleks - Gelliguarda - Omega
Set 4: Zygon - Kzyon - Wora
Set 5: Vynnon - Cyber men - Syggon
Set 6: Tardis - Tardis Major - Rlar - Rlar

Plus! A secret message from the Time Lords in every set - read the messages with the secret code printed on the inside of this packet.



Search each character using pictures. Look at the letters on the back of the card to find the secret code.

Counters Cut out counters and spinner dice from the end of the packet.
Action Game Each space in the game equals 100 years. Place one character from inside any of these Dr. Who packets in each Action Zone. Agree before playing which character goes into each zone.
After every game you can change the characters or save them if you want to decide the order of play and then take turns with it to score the number of years and then take turns to play the game. Play the role and follow the rules, then you will see if you find an action zone. Above the instructions for the character.

Travel Through Time Game
A thrill-packed game for 2, 3 or 4 players. Here's how to play:

as it. Only 1 player on a spot at a time. If a score or special instruction would take you on to another player, you stay where you are.
Anti-Matter You must read instruction by Anti-Matter created when you throw the same score as the player immediately before you. When this happens go back in time and not forward. **FIRST PLAYER TO REACH TARDIS CONTROL IS THE WINNER!** One needs the power for the rules. Look out for 3 more exciting new Dr. Who games on these Weetabix packets.

Weetabix



FREE INSIDE! 3 STAND-UP FIGURES

COLLECT ALL 18

In each of these special packets, there are 3 exciting new characters from the amazing world of Dr. Who. In the full series you will find six different sets to collect.

Set 1: Bellal—Daleks—Davros.

Set 2: Vega Nexos—Aggedor—Blor.

Set 3: Daleks—Gellguards—Omega.

Set 4: Zygons—Krynoid—Wirrn.

Set 5: Vogans—Cybermen—Styggron.

Set 6: Tardis—Field-Major Styre—Hieronymous.

Plus! A secret message from the Time Lords in every set—read the messages with the secret code printed on the inside of this packet.



Detach each character along perforation. Stand up by bending tab back and the rest of the stand forward as in the illustration.

Look out for exciting Denys Fisher Dr. Who & Dalek games available in stores now.

Travel Through Time Game

A thrill-packed game for 2, 3 or 4 players. Here's how to play.

Counters Cut out counters and spinner-dice from the end of the packet.

Action Zones Each space in the game equals 100 years. Choose 2 characters from inside any of these packets and put one in each Action Zone. Agree before playing, which character goes into each Zone.

After every game, you can change the characters or use two from another packet.

Play Use the spinner or a dice to decide the order of play. Start at TIME START, in the year 2000, and follow the spaces along the date line. Obey the rule for

each special Time Zone you land on. If you land on an ACTION ZONE, obey the instructions for the character on it. Only 1 player on a spot at a time.

Anti-Matter You must avoid destruction by Anti-Matter created when you throw the same score as the player immediately before you. When this happens, go back in time and not forwards. **FIRST PLAYER TO REACH HOME IS THE WINNER!** Also available on this size packet: DR. WHO RACE THROUGH SPACE GAME.

Weetabix



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DOCTOR
WHO

RACE THROUGH SPACE



Press open here and slot-in any stand-up figure.

ACTION
ZONE

HELP FROM
TIME LORDS

GO ON 5

SPIRIDON

ASTEROID
STORM

BACK 3

Press open here and slot-in any stand-up figure.

ACTION
ZONE

METEORITE
DAMAGE

SCORE 2 FOR
NEXT 2 GOES

Press open here and slot-in any stand-up figure.

ACTION
ZONE

POWERBOOST

DOUBLE NEXT
SCORE

VOGA

SPACE BEACON
ASSISTANCE

GO ON 4

METEBELIS III

OVERSHOOT
ORBIT

BACK 4



See side for playing instructions. Full rules on the back of this game board packet.
Use stand-up figures from inside packet in the Action Zones.

Press open here and slot-in any stand-up figure.
6800

**ACTION
ZONE**

Weetabix



**DOCTOR
WHO**



**TIME
START**
2000

**FORBIDDEN
TIME ZONE
BACK TO 6600**

6600

**CONTROLS
FAIL
MISS NEXT
GO**

5100

**TRANSPORT
TO YEAR
6600**

**HELD BY
MANDRAGONAN
ENERGY
THROW 6
TO GO**

Press open here and slot-in any stand-up figure.
3500

**ACTION
ZONE**

3400

**TRANSPORT
TO YEAR
3400**

**TIMESLIP
MOVE BACKWARDS
NEXT GO**

**TRANSPORT
TO YEAR
5100**

**ACTION
ZONE**



See side for playing instructions.
Full rules on the back of this game inside packet. Use stand-up figures from inside packet in the Action Zones.

Weetabix

DOCTOR WHO

DISCOVER THE LOST PLANET



MOLTEN
LAVA
MISS A GO

POWERED BY
JETCRAFT
GO ON 4

Press open here and slot-in any stand-up figure.

ACTION
ZONE

STUCK IN
SWAMP
THROW 5
TO GO

PRIMITIVES
ATTACK
TAKE LONGER
ROUTE

FIND
SECRET
TRAIL
GO ON 11

Press open here and slot-in any stand-up figure.

ACTION
ZONE

HELP FROM
THALS
GO ON 5

Press open here and slot-in any stand-up figure.

ACTION
ZONE

TREK
START

Weetabix

DOCTOR
WHO

ESCAPE FROM THE UNDERWORLD

HOME

FALL INTO
DISUSED
SHAFT

START AGAIN AT
BLUE SPOT

HELP FROM
U.N.I.T.
TROOPS

GO ON 3

GO TO
DEAD END
AND RETURN

Press open here and slot-in any stand-up figure.

ACTION
ZONE

PASSAGE TO
UNDERGROUND

LABORATORY

ROCK FALL

BACK 3

CAGE PIT
MISS NEXT
GO

Press open here and slot-in any stand-up figure.

ACTION
ZONE

SECRET
ENTRANCE TO

GOLDEN
PASSAGE

START
CLIMB

Press open here and slot-in any stand-up figure.

ACTION
ZONE

See game for playing instructions. Full view of the back of this game board packet.
Use stand-up figures from inside packet in the Action Zones.

**READ
THE TIME LORDS'
MESSAGES
WITH...**



**SECRET
CODE**

**Here is the secret of the mysterious messages inside every set
of the new Dr. Who stand-up characters.**

To read the message take each code letter and change it into the letter immediately beneath it in the chart.

It's easy to decode when you know the secret. It's made up of the letters of the alphabet but only after you put in the special key-word - 'DR. WHO'. Use this chart to read the coded messages.

Q	R	W	H	O	A	B	C	E	F	G	I	J
A	B	C	D	E	F	G	H	I	J	K	L	M

K	L	M	N	P	O	S	T	U	V	X	Y	Z
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

For example, this message
COPO WLJO SCO HOIOGO
means
HERE COME THE DALEKS

You can make up your own secret messages using Dr. Who's code. Try them on your friends - they will only understand if they eat Weetabix and know the secrets of the Time Lords.

You can even make new codes for yourself which will be very hard for anyone else to understand. Just pick any key word you like - so long as all the letters in it are different - and write

it down. Then write out the other letters of the alphabet. Don't forget to miss the letters in the key-word when you write out the rest of the alphabet. Then write down the normal alphabet from A to Z directly underneath the code letters - and you then have your own secret code.



Race Through Space Game

FULL RULES

- 1** Carefully cut out the whole back of the packet along the dotted lines and use it as the playing board.

COUNTERS

- 2** Cut out your counters and spinner dice from the end of the packet.
- 3** There are 4 different colour counters. Each player chooses his own counter before the game begins.

ACTION ZONES

- 4** Place one stand-up character from inside any of these Weetabix Dr. Who packets, in each of the 3 ACTION ZONES.
- 5** The players should agree *before* playing, which character should go into each ACTION ZONE. If you cannot agree, use the spinner or dice to decide which player has the right to choose where the characters are to be placed.
- 6** After every game, you can move the characters around from one ACTION ZONE to another. You can even use characters from another Dr. Who packet. Every game can be different by changing the characters in the ACTION ZONES.

PLAY

- 7** Use the spinner or a dice to decide the order of play. Highest goes first, second highest goes next and so on. If any players throw the same score, they should throw again until the order is decided.
- 8** Take turns with the spinner or a dice to move the number of spots shown each time.
- 9** Start at 'LIFT OFF', in the top left-hand corner, and follow the yellow line.
- 10** You must obey the rule for each special spot you land on. If you land on an ACTION ZONE, obey the instruction printed on the stand of the character that was put there before the game.
- 11** Only one player is allowed on a spot at a time. If a score would take you on to a spot already taken by another player, you miss the go and stay where you are.

- 12** If you land on a special spot or ACTION ZONE where the instruction would take you on to another player's spot, you do not obey the instruction immediately and stay on the special spot or ACTION ZONE. However, when you can move again, you must obey the rule shown.

WINNER

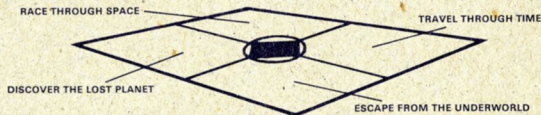
- 13** The first player to reach HOME at TARDIS CONTROL is the winner.

MORE EXCITING WEETABIX DR. WHO GAMES

Look out for 3 more exciting new Dr. Who games on these special Weetabix Family and Giant size packets. Your free stand-up figures from this packet can be used in any of these exciting Weetabix games:

TRAVEL THROUGH TIME DISCOVER THE LOST PLANET ESCAPE FROM THE UNDERWORLD

Collect all 4 games. They fit together to make one super-game like this.



When you have all four games, fit them together and play each one in turn with each player starting with a different game. As soon as you finish one game go straight to the start of the next one, going in a clockwise direction, so Player 1 goes:
Race Through Space – Travel Through Time – Escape From the Underworld – Discover the Lost Planet.

Player 2 goes:
Travel Through Time – Escape From the Underworld – Discover the Lost Planet – Race Through Space ... and so on.

THE WINNER is the first player to complete all 4 games.



Travel Through Time Game

FULL RULES

- 1** Carefully cut out the whole back of the packet along the dotted lines and use it as the playing board. Each space on the board equals 100 years.

COUNTERS

- 2** Cut out your counters and spinner dice from the end of the packet.
3 There are 4 different colour counters. Each player chooses his own counter before the game begins.

ACTION ZONES

- 4** Place one stand-up character from inside any of these Weetabix Dr. Who packets, in each of the 3 ACTION ZONES.
5 The players should agree *before* playing, which character should go into each ACTION ZONE. If you cannot agree, use the spinner or dice to decide which player has the right to choose where the characters are to be placed.
6 After every game, you can move the characters around from one ACTION ZONE to another. You can even use characters from another Dr. Who packet. Every game can be different by changing the characters in the ACTION ZONES.

PLAY

- 7** Use the spinner or a dice to decide the order of play. Highest goes first, second highest goes next and so on. If any players throw the same score, they should throw again until the order is decided.
8 Take turns with the spinner or a dice to move the number of spaces shown each time.
9 Start at 'TIME-START', in the year 2000, in the top right hand corner, and follow the spaces along the TIME LINE.
10 You must obey the rule for any special TIME ZONE you land on. If you land on an ACTION ZONE, obey the instruction printed on the stand of the character that was put there before the game.
11 Only one player is allowed on a spot at a time. If a score would take you on to a spot already taken by another player, you miss the go and stay where you are.

- 12** If you land in a special TIME ZONE or ACTION ZONE where the instruction would take you into another player's space, you do not obey the instruction immediately and stay in the special TIME ZONE or ACTION ZONE. However, when you can move again, you must obey the rule shown.

- 13** Anti-Matter. You must avoid destruction from the Anti-Matter created when you throw the same score as the player immediately before you. When this happens, you have to go *back* the number of spaces thrown. For example, if the player before you throws 5 and then you throw 5, you have to go *back* 5 spaces instead of forward.

WINNER

- 14** The first player to reach HOME at TARDIS CONTROL is the winner.

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Race Through Space – Travel Through Time – Escape From the Underworld – Discover the Lost Planet.
Player 2 goes:
Travel Through Time – Escape From the Underworld – Discover the Lost Planet – Race Through Space ... and so on.
THE WINNER is the first player to complete all 4 games.



Discover The Lost Planet Game

FULL RULES

- 1** Carefully cut out the whole back of the packet along the dotted lines and use it as the playing board.

COUNTERS

- 2** Cut out your counters and spinner dice from the end of the packet.
- 3** There are 4 different colour counters. Each player chooses his own counter before the game begins.

ACTION ZONES

- 4** Place one stand-up character from inside any of these Weetabix Dr. Who packets, in each of the 3 ACTION ZONES.
- 5** The players should agree *before* playing, which character should go into each ACTION ZONE. If you cannot agree, use the spinner or dice to decide which player has the right to choose where the characters are to be placed.
- 6** After every game, you can move the characters around from one ACTION ZONE to another. You can even use characters from another Dr. Who packet. Every game can be different by changing the characters in the ACTION ZONES.

PLAY

- 7** Use the spinner or a dice to decide the order of play. Highest goes first, second highest goes next and so on. If any players throw the same score, they should throw again until the order is decided.
- 8** Take turns with the spinner or a dice to move the number of spots shown each time.
- 9** Start at 'TREK START' in the bottom right hand corner, and follow the white trail.
- 10** You must obey the rule for each special spot you land on. If you land on an ACTION ZONE, obey the instruction printed on the stand of the character that was put there before the game.
- 11** Only one player is allowed on a spot at a time. If a score would take you on to a spot already taken by another player, you miss the go and stay where you are.

- 12** If you land on a special spot or ACTION ZONE where the instruction would take you on to another player's spot, you do not obey the instruction immediately and stay on the special spot or ACTION ZONE. However, when you can move again, you must obey the rule shown.
- 13** Special Routes. Follow the special coloured routes only if you land on the spots where they actually begin. If your score takes you past the beginning of a special route, do not take the special route – just go straight along the white passage.

WINNER

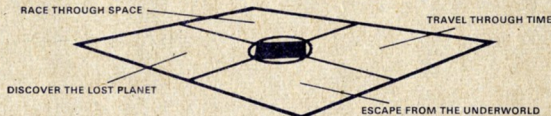
- 14** The first player to reach HOME at TARDIS CONTROL is the winner.

MORE EXCITING WEETABIX DR. WHO GAMES

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RACE THROUGH SPACE TRAVEL THROUGH TIME ESCAPE FROM THE UNDERWORLD

Collect all 4 games. They fit together to make one super-game like this.



When you have all four games, fit them together and play each one in turn with each player starting with a different game. As soon as you finish one game go straight to the start of the next one, going in a clockwise direction, so Player 1 goes:
Race Through Space – Travel Through Time – Escape From the Underworld – Discover the Lost Planet.
Player 2 goes:
Travel Through Time – Escape From the Underworld – Discover the Lost Planet – Race Through Space . . . and so on.
THE WINNER is the first player to complete all 4 games.



Escape from the Underworld Game

FULL RULES

- 1 Carefully cut out the whole back of the packet along the dotted lines and use it as the playing board.

COUNTERS

- 2 Cut out your counters and spinner dice from the end of the packet.
- 3 There are 4 different colour counters. Each player chooses his own counter before the game begins.

ACTION ZONES

- 4 Place one stand-up character from inside any of these Weetabix Dr. Who packets, in each of the 3 ACTION ZONES.
- 5 The players should agree *before* playing, which character should go into each ACTION ZONE. If you cannot agree, use the spinner or dice to decide which player has the right to choose where the characters are to be placed.
- 6 After every game, you can move the characters around from one ACTION ZONE to another. You can even use characters from another Dr. Who packet. Every game can be different by changing the characters in the ACTION ZONES.

PLAY

- 7 Use the spinner or a dice to decide the order of play. Highest goes first, second highest goes next and so on. If any players throw the same score, they should throw again until the order is decided.
- 8 Take turns with the spinner or a dice to move the number of spots shown each time.
- 9 Start at 'CLIMB START', in the bottom left hand corner, and follow the red spots along the white passage.
- 10 You must obey the rule for each special spot you land on. If you land on an ACTION ZONE, obey the instruction printed on the stand of the character that was put there before the game.
- 11 Only one player is allowed on a spot at a time. If a score would take you on to a spot already taken by another player, you miss the go and stay where you are.

- 12 If you land on a special spot or ACTION ZONE where the instruction would take you on to another player's spot, you do not obey the instruction immediately and stay on the special spot or ACTION ZONE. However, when you can move again, you must obey the rule shown.
- 13 Special Routes. Follow the special coloured routes only if you land on the spots where they actually begin. If your score takes you past the beginning of a special route, do not take the special route – just go straight along the white passage.

WINNER

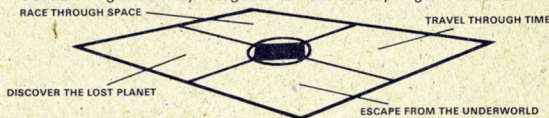
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When you have all four games, fit them together and play each one in turn with each player starting with a different game. As soon as you finish one game go straight to the start of the next one, going in a clockwise direction, so Player 1 goes:
Race Through Space – Travel Through Time – Escape From the Underworld – Discover the Lost Planet.
Player 2 goes:
Travel Through Time – Escape From the Underworld – Discover the Lost Planet – Race Through Space ... and so on.
THE WINNER is the first player to complete all 4 games.

Weetabix

STANDARD SIZE **12** WEETABIX

Weetabix

WHOLE WHEAT CEREAL
WITH EXTRA VITAMINS



FREE INSIDE!
3 STAND-UP
FIGURES



TO OPEN
finger un

TESCO

16

Weetabix

EARTH
LIFT
OFF

DOCTOR
WHO

RACE THROUGH SPACE

METEORITE
DAMAGE

SCORE 2 FOR
NEXT 2 GOES

Press open here and slot-in any stand-up figure.

ACTION
ZONE

SPACE BEACON
ASSISTANCE

GO ON 4

POWERBOOST

DOUBLE NEXT
SCORE

OVERSHOOT
ORBIT

BACK 4

Press open here and slot-in any stand-up figure.

ACTION
ZONE

HOME

See side for playing instructions. Full rules on the back of this game inside packet.
Use stand-up figures from inside packet in the Action Zones.

TIME
START

2100 2200 2300 2400 2500 2600

4600
**FORBIDDEN
TIME ZONE**
BACK TO
3700

4700

4000
TRANSPORT
TO YEAR
4700

3900 3800 3700 3600 3500

**HOLD BY
MANDRAGORAN
ENERGY
THROW 6
TO GO**

3100
TRANSPORT
TO YEAR
3700

2700
Press open here and slot-in any stand-up figure.
ACTION ZONE

2800 2900 3000 3100 3200 3300 3400

4800 4900 5000

4500 4400 4300 4200

5200
Press open here and slot-in any stand-up figure.
ACTION ZONE

5100 5300 5400 5500 5600 5700 5800 5900

**DOCTOR
WHO**

Weetabix

**TRAVEL
THROUGH
TIME**

6000
HOME

See side for playing instructions. Full rules on the back of this game inside packet.
Use stand-up figures from inside packet in the Action Zones.



Race Through Space Game

FULL RULES BOARD

1 Carefully cut out the whole back of the packet along the dotted lines and use it as the playing board.

COUNTERS

2 Cut out your counters and spinner dice from the end of the packet.

3 There are 4 different colour counters. Each player chooses his own counter before the game begins.

ACTION ZONE

4 Choose 2 of the stand-up characters from inside any Weetabix Dr. Who packet and put one in each ACTION ZONE.

5 The players should agree *before* playing, which character should go into each ACTION ZONE. If you cannot agree, use the spinner or dice to decide which player has the right to choose where the characters are to be placed.

6 After every game, you choose 2 different characters or move them from one ACTION ZONE to another. You can even use characters from another Dr. Who packet. Every game can be different by changing the characters in the ACTION ZONES.

PLAY

7 Use the spinner or a dice to decide the order of play. Highest goes first, second highest goes next and so on. If any players throw the same score, they should throw again until the order is decided.

8 Take turns with the spinner or a dice to move the number of spots shown each time.

9 Start at 'LIFT OFF', in the top left-hand corner, and follow the yellow line.

10 You must obey the rule for each special spot you land on. If you land on an ACTION ZONE, obey the instruction printed on the stand of the character that was put there before the game.

11 Only one player is allowed on a spot at a time. If a score would take you on to a spot already taken by another player, you miss the go and stay where you are.

12 If you land on a special spot or ACTION ZONE where the instruction would take you on to another player's spot, you do not obey the instruction immediately and stay on the special spot or ACTION ZONE. However, when you can move again, you must obey the rule shown.

WINNER

13 The first player to reach HOME is the winner

TRAVEL THROUGH TIME

Look out for the other exciting Dr. Who game on these special Standard size packets of Weetabix – Travel Through Time.



Travel Through Time Game

FULL RULES BOARD

1 Carefully cut out the whole back of the packet along the dotted lines and use it as the playing board. Each space on the board equals 100 years.

COUNTERS

2 Cut out your counters and spinner dice from the end of the packet.

3 There are 4 different colour counters. Each player chooses his own counter before the game begins.

ACTION ZONE

4 Choose 2 of the stand-up characters from inside any Weetabix Dr. Who packet and put one in each ACTION ZONE.

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8 Take turns with the spinner or a dice to move the number of spaces shown each time.

9 Start at 'TIME-START', in the year 2000, in the top left-hand corner, and follow the spaces along the TIME LINE.

10 You must obey the rule for any special TIME ZONE you land on. If you land on an ACTION ZONE, obey the instruction printed on the stand of the character that was put there before the game.

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13 Anti-matter. You must avoid destruction from the Anti-matter created when you throw the same score as the player immediately before you. When this happens, you have to go *back* the number of spaces thrown. For example, if the player before you throws 5 and then you throw 5, you have to go *back* 5 spaces instead of forward.

WINNER

14 The first player to reach HOME is the winner

RACE THROUGH SPACE

Look out for the other exciting Dr. Who game on these special Standard size packets of Weetabix – Race Through Space.

**READ
THE TIME LORDS'
MESSAGES
WITH...**



**SECRET
CODE**

**Here is the secret of the mysterious messages inside every set
of the new Dr. Who stand-up characters.**

To read the message take each code letter and change it into the letter immediately beneath it in the chart.

It's easy to decode when you know the secret. It's made up of the letters of the alphabet but only after you put in the special key-word - 'DR. WHO'. Use this chart to read the coded messages.

For example, this message
COPO WLJO SCO HOIOGO
means
HERE COME THE DALEKS

O	R	W	H	O	A	B	C	E	F	G	I	J
A	B	C	D	E	F	G	H	I	J	K	L	M

K	L	M	N	P	Q	S	T	U	V	X	Y	Z
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

You can make up your own secret messages using Dr. Who's code. Try them on your friends - they will only understand if they eat Weetabix and know the secrets of the Time Lords.

You can even make new codes for yourself which will be very hard for anyone else to understand. Just pick any key word you like - so long as all the letters in it are different - and write

it down. Then write out the other letters of the alphabet. Don't forget to miss the letters in the key-word when you write out the rest of the alphabet. Then write down the normal alphabet from A to Z directly underneath the code letters - and you then have your own secret code.



Brilliant but ruthless crippled scientist of planet Skaro. Created Daleks in order to defeat Thals – the planet's other inhabitants.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



Survivors of terrible atomic war against Thals on planet Skaro. Hideously deformed creatures living inside mobile armoured shells designed by Davros. Bitter enemies of the Doctor and mankind.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME

DOCTOR WHO



Weetabix®
3 STAND-UP
CHARACTERS INSIDE

(BELLAL - DALEKS - DAVROS)

Place them in the ACTION ZONES in any of the Dr. Who games on these packets – or play with them on their own.

KEEP COLLECTING!

There are 18 different Dr. Who characters in this series.

© BBC TV 1977

OPEN HERE



Native of savage and terrifying planet of Exxilon. Helped the Doctor to defeat Daleks in struggle for possession of drug to cure space plague which threatened entire Galaxy.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



QMOUO MIOBTO
SCPOOSOKO
THEUOPOO
AEKH WTPO
LK MIOKOS
OKHEILK

SECRET MESSAGE
FROM
TIME LORDS

Use the code printed inside the packet
to read this secret message. It's just
for you – not part of the game
on the back of the packet.

HELP FROM **BELLAL**
TAKE EXTRA GO



BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

ATTACKED BY **DALEKS**
DO NOT MOVE FOR THE
NEXT 2 GOES



BEND FORWARD
ALONG THIS
LINE

BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

BEND FORWARD
ALONG THIS
LINE

TRAPPED BY **DAVROS**
THROW 3 TO ESCAPE



Frightening and powerful
bodyguard of Queen Thalira
of Peladon.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



Sacred beast of Peladon used by
wicked High Priest to destroy
his enemies with its sharp
claws and huge tusk.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME

DOCTOR
WHO



Weetabix®
3 STAND-UP
CHARACTERS INSIDE

(VEGA NEXOS - AGGEDOR - BLOR)
Place them in the ACTION ZONES in
any of the Dr. Who games on these
packets - or play with them on
their own.

KEEP COLLECTING!

There are 18 different Dr. Who
characters in this series.

© BBC TV 1977

OPEN HERE



Mining engineer from planet
Vega who worked for Queen
Thalira in the dreadful mines
of Peladon.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

VEGA NEXOS
SHOWS SECRET ROUTE
DOUBLE NEXT GO

DIEOK VOPPELO
DRLTS SL
DOEZO MIOKOS
BL SL
MOIOHLK

SECRET MESSAGE
FROM
TIME LORDS

Use the code printed inside the packet
to read this secret message. It's just
for you – not part of the game
on the back of the packet.



▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

AGGEDOR STRIKES
THROW EVEN NUMBER
TO GO ON (2, 4 OR 6)

SPEARED BY BLOR
MISS 2 GOES



Renegade Time-Lord exiled for his monstrous crimes. Could be defeated only by combined force of three Dr. Who personalities.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



Hideous servants of the powerful Time-Lord Omega. Blobby, shapeless and ruthless. Sent to kidnap the Doctor from Earth.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME

DOCTOR
WHO



Weetabix®
3 STAND-UP
CHARACTERS INSIDE

(DALEKS - GELGUARDS - OMEGA)
Place them in the ACTION ZONES in any of the Dr. Who games on these packets - or play with them on their own.

KEEP COLLECTING!

There are 18 different Dr. Who characters in this series.

© BBC 1977

OPEN HERE



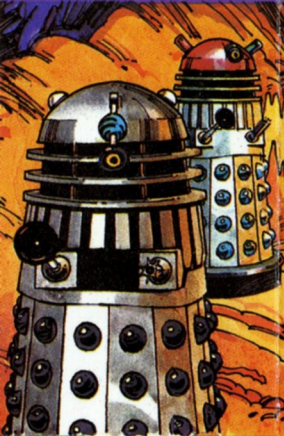
Brutal time-travelling monsters. Turned humans into slaves in the Earth of the future and battled with the Doctor on several planets - Kembel, Vulcan, Exxilon and Spiridon.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

**DALEKS FIRE
TAKE COVER—
GO BACK 2**

OMEHOPD
EKUDHEKB
CTJOK JEKHO
TOD AITO
WPYOSDIO APLJ
JOSOROLEO 3



Use the code printed inside the packet
to read this secret message. It's just
for you – not part of the game
on the back of the packet.



▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

**KIDNAPPED BY
GELLGUARDS
MISS NEXT GO**



▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

**STOPPED BY OMEGA
THROW 6 TO ESCAPE**



Giant ant-like creature with telepathic qualities. Tried to take over vital Earth space station by using mind and body of a human being.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



Vegetable life-force which took over a human body and grew rapidly to become huge green monster. Almost indestructible.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME

DOCTOR
WHO



Weetabix®
3 STAND-UP
CHARACTERS INSIDE

(ZYGONS - KRYNOID - WIRRN)

Place them in the ACTION ZONES in any of the Dr. Who games on these packets - or play with them on their own.

KEEP COLLECTING!

There are 18 different Dr. Who characters in this series.

© BBC tv 1977

OPEN HERE



Orange-green aliens stranded on Earth because of space-ship breakdown. Brought with them fearful Skaresen beast - also known as Loch Ness Monster.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

**ZYGONS RELEASE
LOCHNESS MONSTER**
THROW 1 TO GO ON

YLT OPO
DWUTOOH LA
OSODIEKB
SOPHEO
POMLPS SL
SEJO
ILPHO ALP
SPEOI

SECRET MESSAGE
FROM
TIME LORDS

Use the code printed inside the packet
to read this secret message. It's just
for you – not part of the game
on the back of the packet.

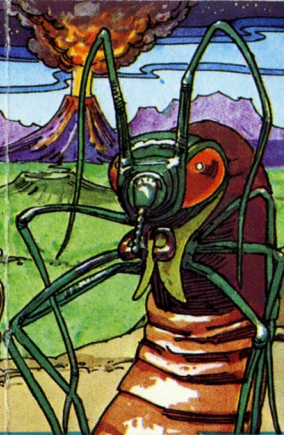


▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

**KRYNOID
OUT OF CONTROL**
MISS NEXT GO



▲
BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

**WIRRN
BEGINS TAKE-OVER**
THROW ODD NUMBER
TO GO ON (1, 3 OR 5)



Leader of the Kraals – scientifically advanced alien race intent on destruction of Earth. Able to control humans through hypnotic power.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



Power-hungry silver giants from planet Telos. Strong and highly intelligent robot-like creatures with no human feelings. Fought the Doctor in many different times and places.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



Weetabix®
3 STAND-UP
CHARACTERS INSIDE

(VOGANS – CYBERMEN – STYGGON)
Place them in the ACTION ZONES in any of the Dr. Who games on these packets – or play with them on their own.

KEEP COLLECTING!

There are 18 different Dr. Who characters in this series.

© BBC tv 1977

OPEN HERE



Inhabitants of Voga – Planet of Gold. Enemies of the Cybermen who hate gold because it stops them breathing. Helped the Doctor to save Space Beacon Nerva from Cybermen.

BEND BACK
ALONG THIS
LINE

BEND FORWARD
THIS TAB

BEND BACK
ALONG THIS
LINE

SLOT TAB INTO
ACTION ZONE
ON BOARD GAME



WYRDPJOK
OSSOWGEKB
MIKOS ULBO

TOO BLIH
SL HOOSPLY
SCOJ

**SECRET MESSAGE
FROM
TIME LORDS**

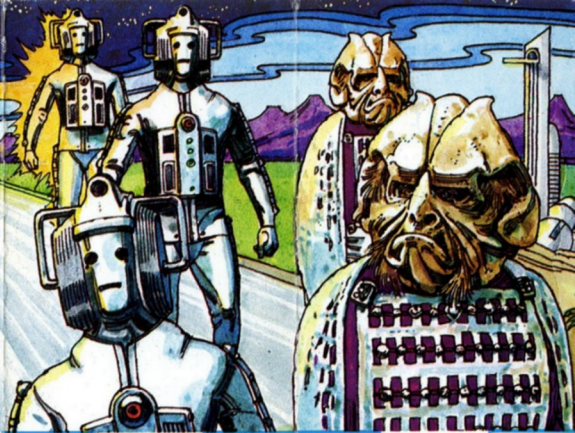
Use the code printed inside the packet
to read this secret message. It's just
for you – not part of the game
on the back of the packet.

BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

BEND FORWARD
ALONG THIS
LINE

**VOGAN SCIENTISTS
GIVE HELP
TAKE EXTRA GO**



BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

BEND FORWARD
ALONG THIS
LINE

BEND FORWARD
ALONG THIS
LINE

BEND BACK
THIS TAB

BEND FORWARD
ALONG THIS
LINE

**CYBERMEN
TAKE REVENGE
MISS 2 GOES**

**STYGGRON STARTS
KRAAL INVASION
THROW 2 TO GO ON**



Masked servant of the powerful Mandragora Helix Energy which attempted to take over the Earth in 16th century.

BEND BACK
ALONG THIS
LINE

**BEND FORWARD
THIS TAB**

BEND BACK
ALONG THIS
LINE

**SLOT TAB INTO
ACTION ZONE
ON BOARD GAME**



Savage officer of Sontaran army.
Used human captives in
experiments to prepare for
Earth invasion.

BEND BACK
ALONG THIS
LINE

**BEND FORWARD
THIS TAB**

BEND BACK
ALONG THIS
LINE

**SLOT TAB INTO
ACTION ZONE
ON BOARD GAME**

**DOCTOR
WHO**



Weetabix®
**3 STAND-UP
CHARACTERS INSIDE**

(TARDIS - FIELD-MAJOR STYRE -
HIERONYMUS)

Place them in the ACTION ZONES in
any of the Dr. Who games on these
packets - or play with them on
their own.

KEEP COLLECTING!

There are 18 different Dr. Who
characters in this series.

© BBC tv, 1977

OPEN HERE



Dr. Who's amazing craft to travel
in time and space. Outside is like
an old police box but inside is
much larger because it changes in
the 4th dimension! Hence its
name: Time And Relative
Dimensions In Space.

BEND BACK
ALONG THIS
LINE

**BEND FORWARD
THIS TAB**

BEND BACK
ALONG THIS
LINE

**SLOT TAB INTO
ACTION ZONE
ON BOARD GAME**

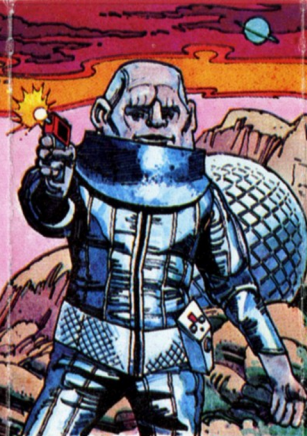


JOHHPOBLPOH
OKOPBY
POOWCEK8
OOPSC

BL ROWG
SL 18 SC
WOKSTPY

SECRET MESSAGE
FROM
TIME LORDS

Use the code printed inside the packet
to read this secret message. It's just
for you – not part of the game
on the back of the packet.



▲
BEND FORWARD
ALONG THIS
LINE

▲
BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

ESCAPE IN TARDIS
TAKE 2 EXTRA GOES

▲
BEND FORWARD
ALONG THIS
LINE

▲
BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

WOUNDED BY
FIELD-MAJOR STYRE
MISS NEXT GO

▲
BEND FORWARD
ALONG THIS
LINE

▲
BEND BACK
THIS TAB

▲
BEND FORWARD
ALONG THIS
LINE

CAPTURED BY
HIERONYMOUS
THROW 4 TO ESCAPE



WEETABIX 1977 DOCTOR WHO PROMOTION

Comic Advertising

Point-of-Sale Promotional Literature

Point-of-Sale Promotional Display

FREE WITH
Weetabix



DOCTOR WHO ACTION GAMES



© BBC TV 1977

4
exciting
Dr Who
games

**TRAVEL
THROUGH
TIME**

Plus
18 free
stand-up
figures

In each special pack there's
a set of **three stand-up
figures** to use in the games.

Collect all 6 sets:

1. Bellal, Daleks, Davros.
2. Vega Nexos, Aggedor, Blor.
3. Daleks, Gellguards, Omega.
4. Zygons, Krynoid, Wirrn.
5. Vogans, Cybermen, Stygggron.
6. Tardis, Field-Major Styre, Hieronymous.

RACE THROUGH SPACE
**DISCOVER THE
LOST PLANET**

**ESCAPE FROM
THE UNDERWORLD**

On the back of each
special Dr Who Weetabix
pack there's one of these
free action games.



6 Time
Lord secret
messages

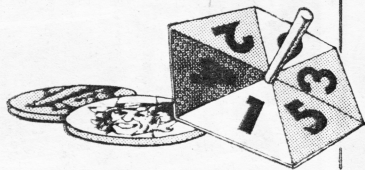


OMEHOPD
EKUOHEB
CTJOH JEHJO
TDO RITO
WYDSOD RPL
JOSGROED 3

Each set of figures has a
secret message, like the
one shown here.

We challenge you to
read them without Dr Who's
decoder printed inside each
special Weetabix pack!

**LOOK FOR THE SPECIAL
DR WHO WEETABIX PACKS.**





Weetabix

PRESENT THE RETURN OF

DOCTOR
WHO



WITH
AN EVEN MORE
POWERFUL
PROMOTION

© BBC TV 1977



TO BOOST SALES AND BUILD PROFITS . . .

EXCITING, COLOURFUL AND HARD-SELLING 3 DIMENSIONAL DISPLAY MATERIAL

These units pack a
lot of sales into very
little floorspace.

FEBRUARY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

APRIL

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MARCH

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MAY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



In 1975 the Weetabix Dr. Who promotion was one of the most successful ever in the breakfast cereal business...

...and now
Dr Who returns in 1977
to help increase
your sales even further



***18 EXCITING
NEW DOUBLE-SIDED
STAND-UP CHARACTERS**
(3 FREE in every pack)

***4 ACTION-PACKED
DR. WHO GAMES**
(One FREE on every pack)

***SECRET CODE**
(Printed inside the pack)

GREAT ADVERTISING CAMPAIGN

TELEVISION CAMPAIGN

Heavy national television product advertising, featuring the 'Have you had your daily wheat?' commercials.



CHILDREN'S COMICS

Full-page black and white advertisements will appear in 21 children's comics during March. 75% of children aged between 5-15 will see details of the promotion.

PLUS THE IMPACT OF 6 SUCCESSIVE MONTHS OF TOP RATINGS FOR THE BBC DR. WHO TV SERIES

In 1975 the Weetabix Dr Who promotion was one of the most successful ever in the breakfast cereal business...

...and now Dr Who returns in 1977 to help increase your sales even further



***8 EXCITING
NEW DOUBLE-SIDED
STAND-UP CHARACTERS
(3 FREE in every pack)**

***4 ACTION-PACKED
DR. WHO GAMES
(One FREE on every pack)**



GREAT ADVERTISING CAMPAIGN



CHILDREN'S COMICS

Full-page black and white advertisements will appear in 12 children's comics during March. 75% of children aged between 5-15 will see details of the promotion.



TELEVISION CAMPAIGN
Heavy national television product advertising, featuring the 'Have you had your daily wheat?' commercials.

PLUS THE IMPACT OF 6 SUCCESSIVE MONTHS OF TOP RATINGS FOR THE BBC DR. WHO TV SERIES



WITH AN EVEN MORE
**POWERFUL
PROMOTION**
© BBC TV 1977

**EXCITING, COLOURFUL
AND HARD-SELLING
3 DIMENSIONAL
DISPLAY MATERIAL**

Those units pack a lot of sales into very little floor-space.

APRIL	S, M, T, W, F, S	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
MAY	S, M, T, W, F, S	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31
MARCH	S, M, T, W, F, S	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31
FEBRUARY	S, M, T, W, F, S	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29



POWERFUL PROMOTION
WITH AN EVEN MORE



DOCTOR WHO

Weetabix
PRESENT THE RETURN OF

TO BOOST SALES AND BUILD PROFITS...

**EXCITING, COLOURFUL
AND HARD-SELLING
3 DIMENSIONAL
DISPLAY MATERIAL**

These units pack a lot of sales into very little floorspace.

FEBRUARY							APRIL						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28						24	25	26	27	28	29	30

MARCH							MAY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	8	9	10	11	12	8	9	10	11	12	13	14
13	14	15	16	17	18	19	15	16	17	18	19	20	21
20	21	22	23	24	25	26	22	23	24	25	26	27	28
27	28	29	30	31			29	30	31				

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...and now
Dr Who returns in 1977
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***18 EXCITING
NEW DOUBLE-SIDED
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***4 ACTION-PACKED
DR. WHO GAMES
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***SECRET CODE
(Printed inside the pack)**

GREAT ADVERTISING CAMPAIGN

TELEVISION CAMPAIGN

Heavy national television product advertising, featuring the 'Have you had your daily wheat?' commercials.



'Have you had your daily wheat?'



CHILDREN'S COMICS

Full-page black and white advertisements will appear in 21 children's comics during March. 75% of children aged between 5-15 will see details of the promotion.

PLUS THE IMPACT OF 6 SUCCESSIVE MONTHS OF TOP RATINGS FOR THE BBC DR. WHO TV SERIES



Weetabix
PRESENT THE RETURN OF

**DOCTOR
WHO**

WITH
AN EVEN MORE
**POWERFUL
PROMOTION**



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***4 ACTION-PACKED DR. WHO GAMES
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A unit like this
packs a lot of sales
into very little space.

Weetabix

START
HERE

DOCTOR WHO

MOLTEN
LAVA
THROW 5
TO GO

ASTEROID
STORM
BACK 3

PRIMITIVE
ATTACK
TAKE LONGER
ROUTE

FREE!
3 STAND-UP FIGURES

(APPROXIMATE SIZE 68mm x 40mm)

**PLUS AN EXCITING
ACTION GAME**

SEE SPECIAL PACKS FOR DETAILS

© BBC tv 1972

Weetabix

START
HERE

DOCTOR WHO

MOLTEN
LAVA
THROW 5
TO GO

ASTEROID
STORM
BACK 3

PRIMITIVE
ATTACK
TAKE LONGER
ROUTE

